What is claimed is:

1. A method of treating cancer in a subject, the method comprising administering to the subject a therapeutically effective amount of a cell cycle checkpoint activator, and an oncogenic kinase modulator, such that the cancer is treated.

2. The method of claim 1, wherein the cell cycle checkpoint activator is β-lapachone, or a derivative or analog thereof.

3. The method of claim 1, wherein the oncogenic kinase modulator is a tyrosine kinase modulator.

4. The method of claim 3, wherein the tyrosine kinase modulator is an epidermal growth factor receptor signal transduction pathway modulator or a Bcr-Abl signal transduction pathway modulator.

5. The method of claim 3, wherein the tyrosine kinase modulator is a Bcr-Abl signal transduction pathway modulator.

6. The method of claim 5, wherein the Bcr-Abl signal transduction pathway modulator is imatinib.

7. The method of claim 1, wherein the cancer is selected from the group consisting of multiple myeloma, chronic myelogenous leukemia, pancreatic cancer, non-small cell lung cancer, lung cancer, breast cancer, colon cancer, ovarian cancer, prostate cancer, malignant melanoma, non-melanoma skin cancers, hematologic tumors, hematologic tumors, hematologic malignancies, childhood leukemia, childhood lymphomas, multiple myeloma, Hodgkin's disease, lymphomas of lymphocytic origin, lymphomas of cutaneous origin, acute leukemia , chronic leukemia, acute lymphoblastic leukemia, acute myelocytic leukemia, chronic myelocytic leukemia, plasma cell neoplasm, lymphoid neoplasm and cancers associated with AIDS.

8. The method of claim 1, wherein the cancer is pancreatic cancer or non-small cell lung cancer.

9 The method of claim 1, wherein the cancer is multiple myeloma or chronic myelogenous leukemia.

10. The method of claim 1, wherein the cell cycle checkpoint activator, and the oncogenic kinase modulator are administered intravenously, orally or intraperitoneally.

11. The method of claim 1, wherein the cell cycle checkpoint activator, and the oncogenic kinase modulator are administered orally.

12. The method of claim 1, wherein the oncogenic kinase modulator is administered orally.

13. The method of claim 1, wherein the cell cycle checkpoint activator is administered intravenously.

14. The method of claim 1, wherein the oncogenic kinase modulator is administered simultaneously with, preceding administration of, or following administration of the cell cycle checkpoint activator.

15. The method of claim 14, wherein the oncogenic kinase modulator is administered following administration of the cell cycle checkpoint activator.

16. The method of claim 15, wherein the oncogenic kinase modulator is administered within 24 hours after the cell cycle checkpoint activator is administered.

17. The method of claim 1, wherein the therapeutically effective amount of the cell cycle checkpoint activator, is contained in a first vial, and the oncogenic kinase modulator is contained in a second vial, the contents of the first and second vials being administered to the patient simultaneously or sequentially.

18. The method of claim 17, wherein the cell cycle checkpoint activator in the first vial is β-lapachone or a derivative or analog thereof, and the oncogenic kinase modulator in the second vial is imatinib.

19. The method of claim 1, wherein the oncogenic kinase modulator is administered at a dosage from about 10 mg/day to about 2000 mg/day.

20. The method of claim 19 wherein the oncogenic kinase modulator is administered at a dosage of approximately 500 mg/day.

21 The method of claim 19, wherein the oncogenic kinase modulator is administered at a dosage of approximately 250 mg/day.

22 The method of claim 5, wherein imatinib is administered at a dosage of approximately 400, 600 or 800 mg/day.

23. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 100 to 500,000 μg per kilogram body weight of recipient per day.

24. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 1000 to 250,000 μg per kilogram body weight of recipient per day.

25. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 10,000 to 150,000 μg per kilogram body weight of recipient per day.

26. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 2 mg/m^2 to 5000 mg/m^2 per day.

27. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 20 mg/m^2 to 500 mg/m^2 per day.

28. The method of claim 1, wherein the cell cycle checkpoint activator is administered at a dosage from about 30 to 300 mg/m^2 per day.

29. The method of claim 1, wherein the cell cycle checkpoint activator, further comprises a pharmaceutically acceptable carrier.

30. The method of claim 29, wherein the pharmaceutically acceptable carrier is a water solubilizing carrier molecule selected from the group consisting of Poloxamer, Povidone K17, Povidone K12, Tween 80, ethanol, Cremophor/ethanol, polyethylene glycol (PEG) 400, propylene glycol, Trappsol, alpha-cyclodextrin or analogs thereof, beta-cyclodextrin or analogs thereof, and gamma-cyclodextrin or analogs thereof.

31. The method of claim 1, wherein the subject is human.

32. A kit for the treatment of a malignancy in a subject comprising separate vials containing β-lapachone or a derivative, or analog thereof and an oncogenic kinase modulator, with instructions for administering β-lapachone first.

33. The kit of claim 32, wherein the oncogenic kinase modulator is imatinib.

34. The kit of claim 32, wherein the malignancy is pancreatic cancer or non-small cell lung cancer.

35 The kit of claim 32, wherein the malignancy is multiple myeloma or chronic myelogenous leukemia.

36. A method of treating cancer in a subject, the method comprising administering to the subject a therapeutically effective amount of β-lapachone or a derivative or analog thereof, and an oncogenic kinase modulator, such that the cancer is treated.

37. A method of treating cancer in a subject, the method comprising administering to the subject a therapeutically effective amount of β-lapachone or a derivative or analog thereof, and imatinib, such that the cancer is treated.

38. A method of treating multiple myeloma or chronic myelogenous leukemia in a human, the method comprising administering to the subject a therapeutically effective amount of β-lapachone or a derivative or analog thereof, and imatinib, such that the multiple myeloma or chronic myelogenous leukemia is treated.

39. A method of treating pancreatic cancer or non-small cell lung cancer in a human, the method comprising administering to the subject a therapeutically effective amount of β-lapachone or a derivative or analog thereof, and imatinib, such that the pancreatic cancer or non-small cell lung cancer is treated.